

California Rice Commission

Notice of Meeting & Agenda

Domestic Marketing & Promotion Committee
9:30 a.m., Friday, July 24, 2009
American Commodity Company
6133 Abel Road, Williams, CA 95987

Agenda Item

- I. Administration
 - A. Roll Call
 - B. Call to Order
- II. Approval of Minutes
- III. 2008/09 Program of Work Updates
 - A. #A-2 Foodservice Promotion (\$51,450)
 - i. SushiMasters Update
 - ii. California Rice 101 Guide
 - B. # M-1 Contact with Target Audiences through Public Education (\$104,775)
 - i. Media Update
- IV. Water Crisis Communications Plan Update
- V. Recommended Program of Work for FY 09/10
 - A. Review, Implementation Plans, Summaries, and Budgets
- VI. Personnel - Closed Session (California Government Code 11126(a))
 - A. The Committee may go into closed session to discuss and make recommendations to Board regarding appointment, employment or dismissal of an employee.
 - B. Return to open session and announce action taken in closed session, if any.
- VII. Closed session regarding pending litigation pursuant to Government Code Section 11126(e)
 - A. The Committee may go into closed session to discuss pending litigation.

- B. Return to open session and announce action taken in closed session, if any.

VIII. Issues and Scheduling for Next Meeting

- A. Scheduling of Future Meetings

IX. Adjourn

All agenda items subject to discussion and possible action.